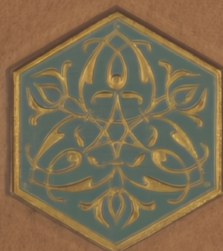
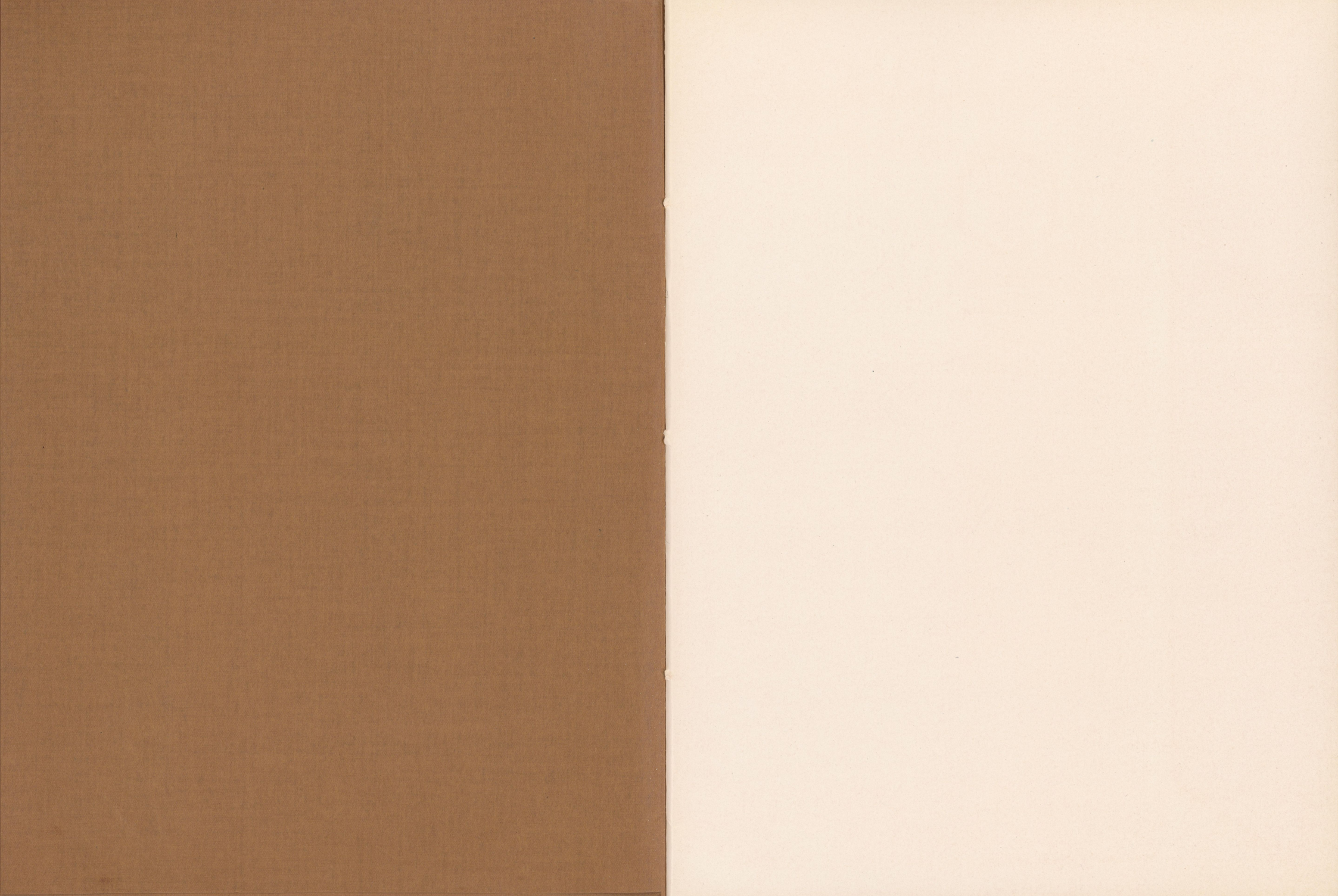


PIERCE-ARROW



MODEL
38 C-2



The
PIERCE-ARROW
MOTOR CAR
COMPANY
.
MODEL
38-C2



PIERCE-ARROW MODEL 38-C2



The
PIERCE-ARROW
MOTOR CAR COMPANY
BUFFALO NEW YORK
U.S.A.

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by
The PIERCE-ARROW
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COMPANY

THE PIERCE-ARROW IDEAL



THERE are two ways to design and build a motor car. One way is to fix the selling price in advance and then try to build as good a car as can be profitably marketed at that price. The other way—the Pierce-Arrow way—is to try and build just as good a car as is possible, regardless of selling price, find out what it will cost to build and market such a car, add a reasonable profit, and fix the price accordingly.

The Pierce-Arrow ideal is a completely efficient car. It is a car of safely and smoothly applied power, a car of maximum dependability, of maximum comfort and convenience for both passengers and drivers, a car of completely satisfying beauty, so designed and constructed that all these attributes shall be permanent, shall endure.

The completely efficient touring car is the car of perfect balance.

A car built for speed alone will be faster than a car built solely for load-carrying ability. If extreme efficiency in one element of performance is sought, extreme design is essential to the attainment of such a performance. A well-balanced general performance calls for a well-balanced design.

Pierce-Arrow design is extremely well balanced, outweighing itself in no direction, but conforming in a marvelous manner to the varying and exacting conditions of a maximum general efficiency performance.

Enduring dependability and general efficiency mean slow depreciation.

If a car is good for but two or three seasons the annual cost of owning that car is one-half or one-third the purchase price in addition to running and maintenance charges. We do not know how long a Pierce-Arrow car, properly handled, will last. None of them has ever worn out. We have some wonderful records of great mileage and low

up-keep costs. This slow depreciation, this durability, means that a Pierce-Arrow car, built in the Pierce-Arrow way, is cheaper to own than any "built-to-a-price" car whose life is limited to but a few seasons' duration.

Even an approximate attainment of the Pierce-Arrow ideal would be an utter impossibility were it not for "The Factory Behind the Car".

A production conservatively limited to a number that enables each department head to personally inspect every operation under his control, together with an Art Department which consults the individual tastes of every purchaser, enables these purchasers to obtain what is virtually a custom-made article.

Every Pierce Arrow car is an individual car. The men who work on it are selected men, actuated by Pierce-Arrow ideals, working to satisfy the individual owner, whose taste in color scheme, upholstery, and finish has been consulted and incorporated into his finished purchase.

Individuality of appearance and uniformity of structural excellence are the insignia of Pierce-Arrow supremacy.

The will to do, the brains to use, the financial resources to enable both will and brains to accomplish, are not, in themselves, enough to make the attainment of such an ideal as the Pierce Arrow ideal a possibility. Time, also, is needed. Time and its handmaiden, experience.

The Pierce-Arrow six-cylinder car is the result of twelve years' experience. It took the engineers who designed the first little single-cylinder voiturette just four years to develop the first six-cylinder Pierce-Arrow car, and these same engineers have profited by the experience of the subsequent eight years to produce the present models.

MAXIMUM EFFICIENCY DESIGN

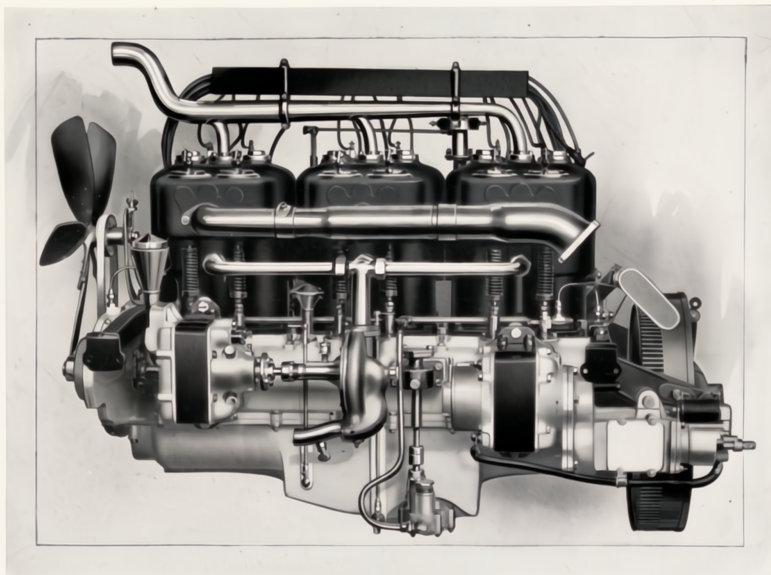


DURING eight years Pierce-Arrow engineers, the same engineers, have been designing and building six-cylinder chassis. The first, a 60 horse-power model, was produced in 1906, and the general principles of design so eminently successful in their application to this first model have been adhered to from that time. For eight years Pierce-Arrow engineers have been striving to refine this early design, to bring it as close to perfection as possible, to make each succeeding model a better example of maximum efficiency balance, the finest example of a motor car built to a standard and not to a price.

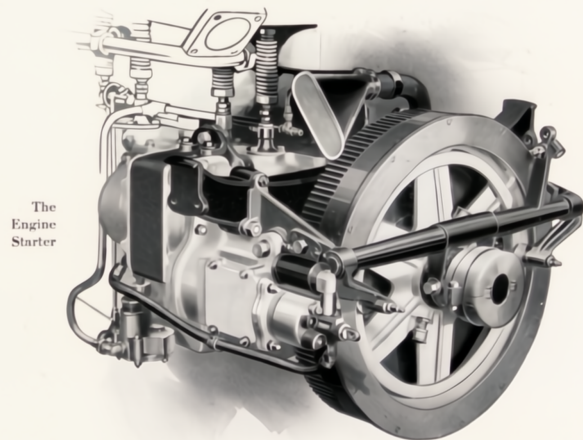
The degree of attainment of this Pierce-Arrow ideal is well exemplified in the 38-C2 model chassis; a necessarily incomplete description of which follows:

The medium long-stroke motor with cylinder dimensions of 4-inch bore, by 5½ inch stroke, gives that combination of power at very low, as well as high, speeds, flexibility, silence, and durability, that has so long characterized the Pierce-Arrow motors.

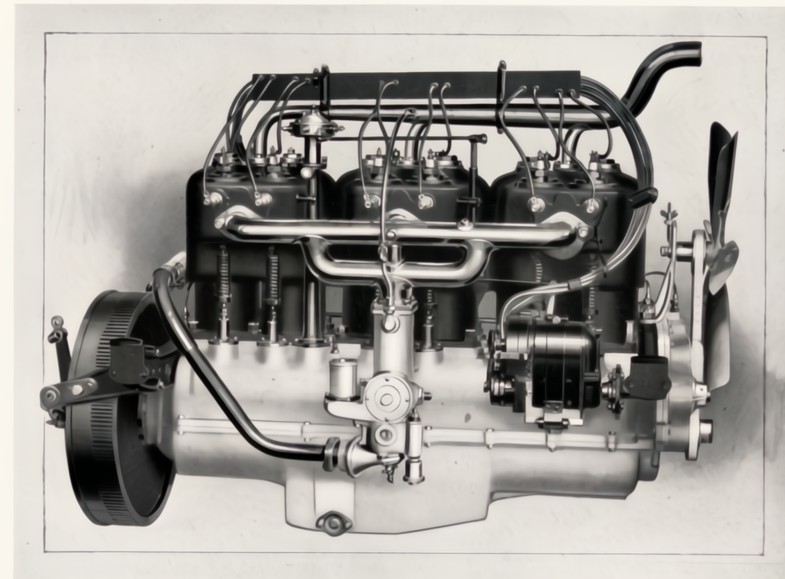
The T-head cylinders, cast in pairs, ensure very large oppositely disposed valves, which contribute enormously to the efficiency of the motor without making it of extravagant length. These cylinders are bolted directly to the very tough aluminum alloy crank case. The use of this metal ensures maximum strength with minimum weight, and a non-sounding quality that contributes much to the silence of the motor. Two drop-forged steel girders support the motor. The attachment of the motor to these girders is made by two long through nickel-steel bolts, close together, in front, and four of these bolts farther apart, in the rear. The girders are securely bolted to the side members of the chassis frame. This form of suspension ensures



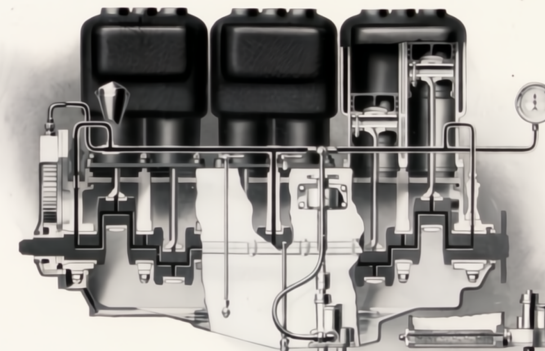
Exhaust Side, Six-cylinder Pierce-Arrow Motor, showing Lubrication System, Westinghouse Lighting Generator and Centrifugal Water Pump



The Engine Starter

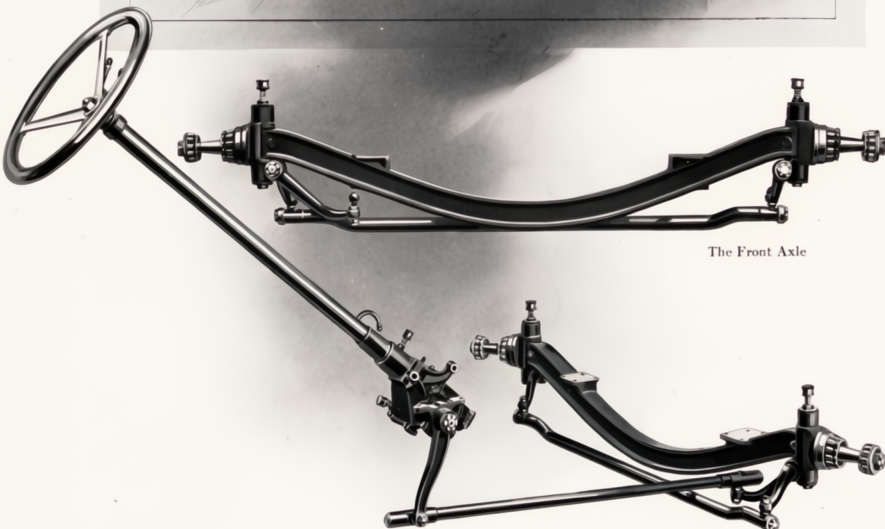
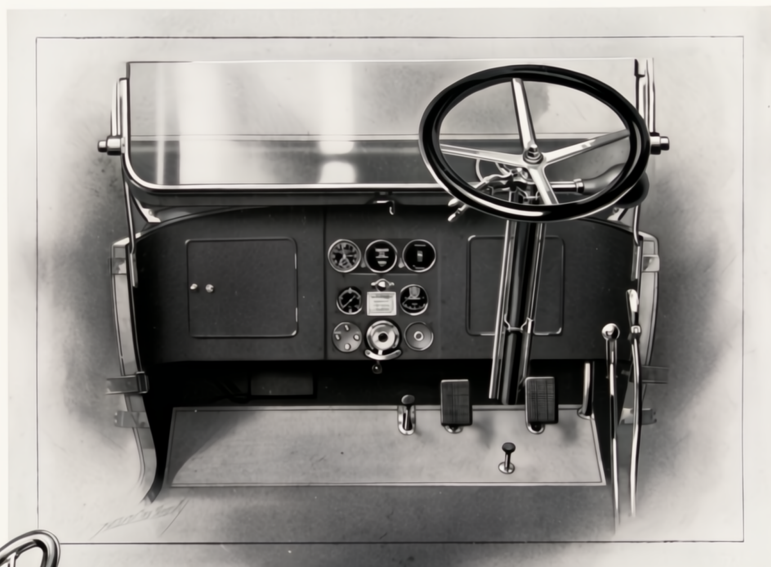


The Inlet Side of Motor



Details of Lubrication System of the Pierce-Arrow Six-cylinder Motor

The Dash



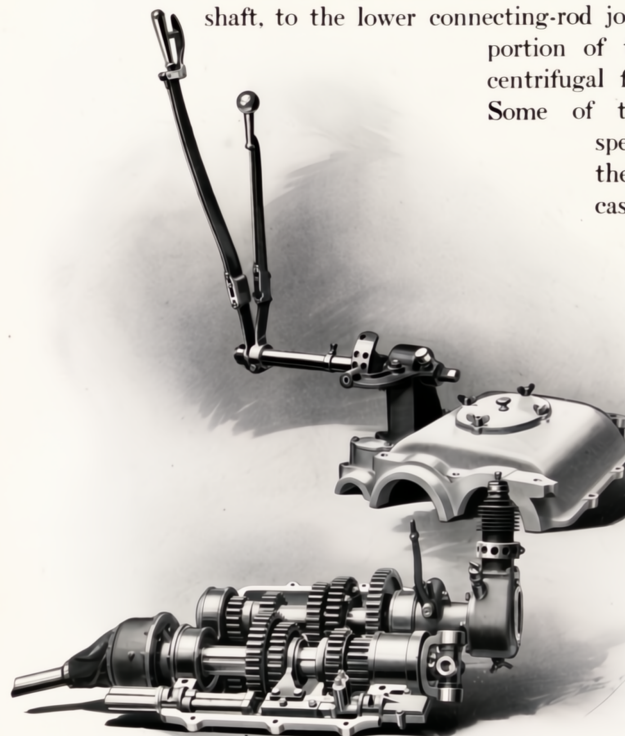
The Front Axle

The Steering Assembly

practically all the advantages of the so-called "three-point" method, without any of its disadvantages of instability, vibration, and undue wear.

The large diameter chrome-nickel steel crank shaft is made hollow to reduce its weight, and is most accurately and scientifically balanced to eliminate all vibration. This shaft, which is a one-piece forging, is supported in seven large bearings—the least number that can be used without endangering the life of the shaft, through whipping and bending.

The oiling system is of the pressure feed type, ensuring an accurately proportioned flow at all motor speeds. The oil, being drawn through a fine gauze strainer, is forced directly to the main crank-shaft bearings, from which it flows, through the hollow crank shaft, to the lower connecting-rod journals. From this point a portion of the oil is thrown off by centrifugal force in the form of spray. Some of this spray is retained in specially-designed troughs in the upper part of the crank case, from whence it is led to



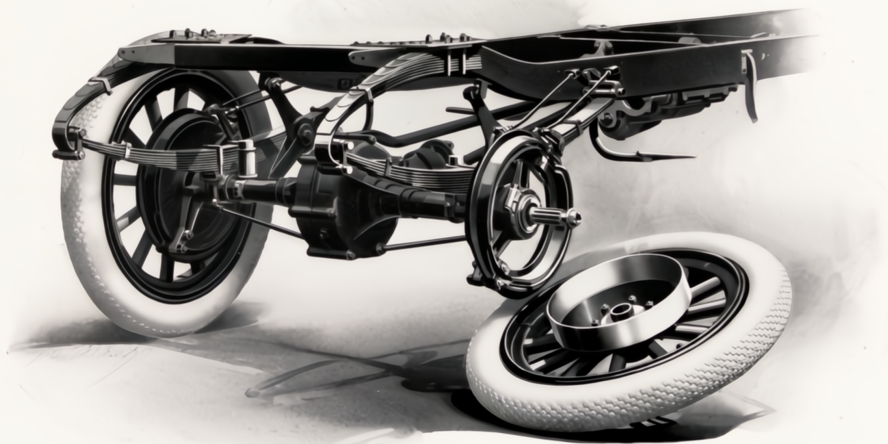
The Gear
Shifting Levers

The Transmission

the cam-shaft bearings. The lower portions of the cylinder walls, together with the commutator and oil-pump driving gears, are lubricated in a similar manner. Oil ducts, mounted on the connecting rods, convey oil to the wrist-pin bearings, from whence it issues, through the hollow wrist pin, to lubricate the upper portions of the cylinder walls.

The Pierce-Arrow carburetor, designed and built in "The Factory Behind the Car", has been developed through more than a decade of experience and experiment to a point of balance and general efficiency seldom, if ever, equaled. Needing but slight external adjustment for altitude, climatic or fuel changes, it feeds a scientifically proportioned mixture to the cylinders at all speeds, giving a maximum of both power and economy, with a minimum of care and adjustment.

The cooling system consists of a centrifugal pump of carefully proportioned capacity, driven through a flexible leather coupling, and circulating the water through the special radiator and liberal jacket

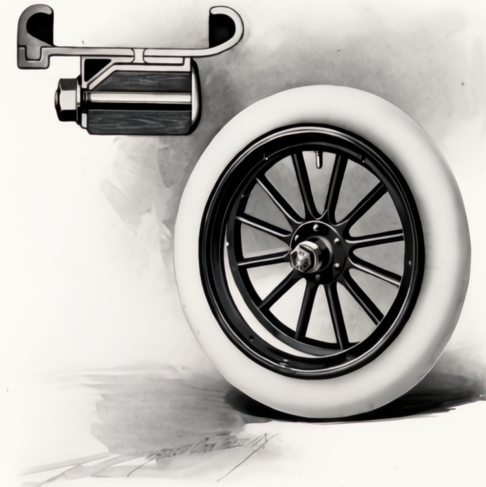


Detail of Pierce-Arrow Rear Suspension, Shock Absorbers and Brakes

spaces of the cylinders, at speeds varying directly with those of the motor. The radiator is constructed in such a manner as to give all the beauty and distinction of the old-fashioned honeycomb type, and, at the same time, to be vastly stronger and more efficient than the design using individual square copper tubes.

Two entirely separate and distinct systems of high-tension ignition are provided. For regular service, the latest type of water and dust-proof, slow-speed Bosch magneto is employed. This magneto, driven through a flexible leather coupling, to ensure silence and to provide a universal action, generates a hot and powerful spark at a very low rate of speed, and, with its spark plugs, constitutes a complete self-contained ignition system. To facilitate starting, for emergency use

and to enable the driver to locate minor motor derangements, a second system is provided. This auxiliary system draws its primary current from the lighting and starting battery, kept constantly charged by means of the very efficient low-speed Westinghouse generator. The secondary current is built up in a set of six non-vibrating coils provided with a single master vibrator. These coils and vibrator are mounted on the forward side of the dash beneath the hood. A commutator, driven directly from the inlet cam



Pierce-Arrow Demountable Rim
(Johnson patent) made in one piece of pressed steel

shaft, together with the necessary wiring and spark plugs, completes this system. The ignition kick switch on the dash is provided with four positions: battery ignition alone, battery and magneto together for starting, off position, and magneto alone.

The clutch is an extremely light "spider" type cone, with a leather facing provided with a number of underlying flat springs. The cone engages with the inner face of the fly wheel; the flat springs serving to ensure gentle engagement. A wide oil ring is provided to retain a quantity of neat's-foot oil in the periphery of the fly wheel, thus ensuring that the clutch leather remains constantly in a soft condition. A large double universal joint between the clutch and the transmission ensures a perfect alignment of the clutch with the fly wheel under all conditions of road surface and load. The clutch is most accessible, and may be removed for inspection without disturbing the transmission.

Four speeds forward and one reverse are provided through sliding gears, selectively operated. Specially heat-treated chrome-nickel steel shafts and gears are used. The gear bosses on the countershaft are forged integral with the shaft, while the main shaft is fluted to provide for the sliding gears. The shafts are mounted on large annular ball-bearings, and those that project are provided with carefully-designed stuffing boxes, to prevent the escape of grease. A roller locks the gear-shifting rods in such a manner as to make it impossible to engage two sets of gears at the same time. A simple interlocking device prevents the unmeshing of gears whilst the clutch is engaged, and the engagement of the clutch until the gears are in perfect mesh. The complete transmission is encased in a dust-and-oil-tight cast-aluminum alloy housing of great accessibility.

The flexible propeller shaft connecting the transmission with the rear axle is fitted at both ends with a large universal joint, carefully protected from the action of dust and grit. The ends of this shaft are fluted, and the rear end is provided with an oil reservoir to lubricate its sliding joint with the rear universal yoke.

The rear axle is extremely strong, light, and of simple construction. The bevel pinion shaft and the inner ends of the semi-floating driving shafts run in very large annular ball-bearings; while the outer ends of the driving shafts are fitted with Timken roller bearings, to provide for both the thrust and radial loads from the wheels. The thrust reaction from the bevel gear is carried on a large thrust ball-bearing of special design. The gears and shafts are of specially selected and

heat-treated alloy steel. Stuffing boxes are provided at the inner ends of the driving shafts to prevent the escape of grease. The rear axle housing has been designed for maximum stiffness, without sacrificing accessibility, or entailing great weight.

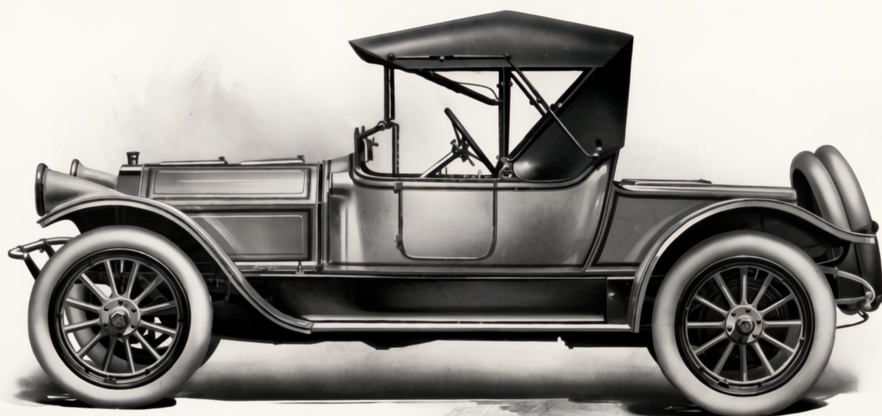
The driving thrusts from the rear wheels are transmitted to the frame of the car through the rear springs, thus eliminating the complication, extra weight, and bearing surfaces of radius rods, and giving a flexibility of drive in no other way attainable. The torque reactions from the bevel pinion and brakes are provided for by a triangular torque rod of tubular construction, which swivels on a long through bolt in the rear axle housing, and is fitted with a spring-cushioned joint at its forward end.

Two independent sets of brakes are provided, one set expanding against the inner faces of large steel drums, bolted to the rear wheels, and the other contracting against their outer faces. The internal brakes are fitted with heavy German bronze linings; while the friction surface of the external brakes is an asbestos fabric built on a foundation of woven wire. The use of two sets of brakes with different friction surfaces affords equally effective stopping power in wet or dry weather. The pull on the brakes is equalized; and every part of the operating mechanism is of the most substantial character.

Long, semi-elliptic springs are employed at the front of the car and very carefully proportioned three-quarter elliptic springs at the rear.

The steering gear is of the screw-and-nut type, made and fitted with extreme accuracy, and giving a very large bearing surface, which accounts for its remarkable durability.

The gear shifting and emergency brake levers, as well as the clutch and front brake pedals, are of standard Pierce-Arrow design. The pedals are adjustable to provide a comfortable operating position for the driver; and are arranged to give the maximum leverage together with quick operation and moderate pressure.



The Pierce-Arrow Runabout



Detail of Coupé Top

PIERCE-ARROW BODY DESIGN



CONSERVATIVE originality, evolution — not revolution — have been the watchwords of Pierce-Arrow body designers from the first conception — borrowed from the coach builders — to the latest and most distinctive examples of luxurious and comfortable individuality.

There is an old maxim which says, “construct first and decorate afterwards.” This advice is the expression of a fundamental law of all artistic creation which may be written: “no structure can be beautiful unless it be first logically and sincerely adapted to the use for which it is designed.”

The first motor car bodies were designed to conform to the tastes of the public as expressed in horse-drawn vehicles. The evolution from this beginning has been away from old coaching ideals and toward new ideals founded on true motor-car construction and individuality.

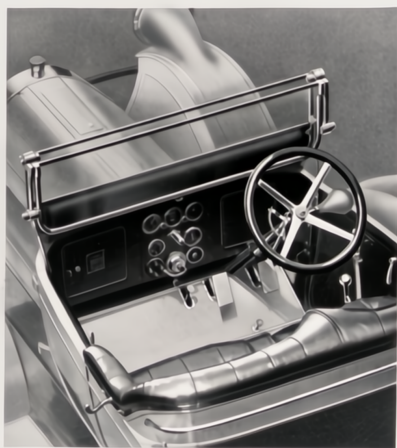
All Pierce-Arrow bodies are structurally harmonized with the chassis of which they become integral parts. Solidly and honestly built of cast aluminum sections, they are of splendid strength and wonderful lightness. Thoroughly seasoned ash, selected by an expert judge of lumber, is used for reinforcement and for such structural sections as are most appropriately built of wood. Seating arrangements, cushions, upholstery, cape tops, wind shields, and all details are studied and built with the Pierce-Arrow ideal constantly in mind.

While no structure can be beautiful unless it be structurally sound it may, however, be structurally sound without being remarkably beautiful.

With the intrinsic soundness of design and construction of Pierce-Arrow bodies comes that sturdiness which speaks for safety in case



38 Horse-power, Six-cylinder Pierce-Arrow Touring Car, Model C2, seating four persons



Front Compartment of Touring Car

of accident, and that comfort which makes it possible for the passengers riding in one of these bodies to feel that "the earth is covered with macadam." Dependent upon and growing out from these two basic qualities of safety and comfort are those aesthetic sources of pleasure to the owner known as beauty and individuality.

In the Pierce-Arrow Art Department a prospective owner of one of these cars will find either a skilled adviser in the determination of the details of color scheme and finish that will make of his car a unit of distinct and personal individuality, or a willing co-operator in securing the fulfillment of his own ideas in this most important connection. We wish each owner to possess a car of individual appearance. We are equipped to assist him to the attainment of this desired end while, at the same time, we ensure him a uniformity of structural excellence that no organization less minute, less painstaking in its efforts to attain to an unattainable ideal, can equal.

The 38 horse-power C2 chassis is built in two lengths and fitted with seven different types of body, running from the runabout to the five-passenger vestibule brougham. Each one of these bodies is designed to fill a special need, and each one, with its roomy and luxurious seats and beautiful appointments, is a splendid example of the comfort, convenience, and beauty characteristic of Pierce-Arrow design.

After much study and experiment we have in these new models adopted a new location for the electric head lamps. These are now placed on the front mud guards in such a manner as to give a much wider diffusion of light, particularly on short curves, a greater illuminated distance, on account of increased height from the road, and a marked improvement over the tendency to distort and exaggerate road inequalities when the lamps are close to the road.

A pronounced gain from the mechanical point of view, due to the new location of the head lamps, is the added efficiency of the radiator, which is now directly exposed to the free rush of air. Dash lamps are now a unit with the cowl and more in harmony with the clean lines of the body than ever before. Wind shields and lamps are all the specialized product of "The Factory Behind the Car", while every detail of hardware and appointments is designed in the Art Department.



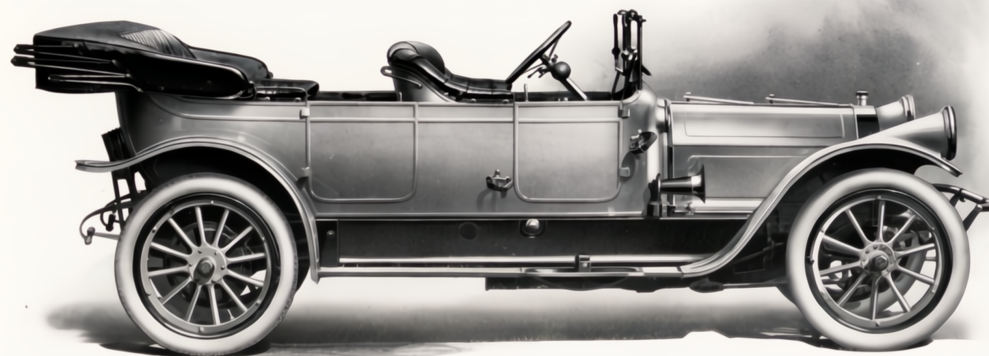
ALL models of the Pierce-Arrow Motor Car as listed are complete in every detail and ready for the road. Every part, except such items as are necessarily the product of the specialist, is made in "The Factory Behind the Car".

The motor is started by means of a most efficient and simple electric device, designed by Pierce-Arrow engineers, the special generator and motor being built for us by the Westinghouse Company.

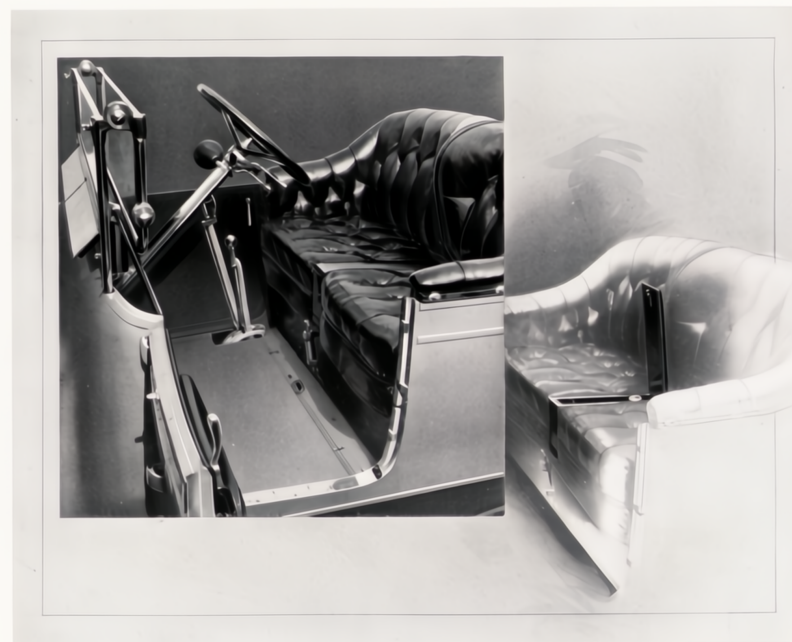
Pressing a button on the dash engages the driving pinion, connected with the electric motor, with the gear teeth cut on the periphery of the fly wheel, and pressing on a foot pedal causes the engine to be turned over at a rate of speed which ensures a quick start. A gasoline primer is provided for use in connection with the engine starter.

We consider this engine starter to be the superior of all other electric starters now on the market, and the equal in efficiency and service to our own air starter used on the cars of the A, B, C, series. Due to a somewhat greater uniformity of design, we have adopted the electric system, as designed by us, as preferable, from a manufacturing point of view, but we are of the opinion that, from the point of view of the user, there is absolutely nothing to choose between the two systems.

The electric lighting system used employs the same generator and storage battery as the starting system. This generator is entirely self-contained, no auxiliary regulating devices being necessary. All connections, both of starting and lighting systems, are on single-wire circuits, reducing the wiring to a minimum, together with the danger of leaks and short circuits. A special and highly efficient storage battery completes the electric system.



38 Horse-power, Six-cylinder Pierce-Arrow Touring Car, Model C2, seating five persons



Front Seats of Touring Car, showing Pocket and Gasoline Gauge



38 Horse-power, Six-cylinder Pierce-Arrow Brougham
Model C2, seating five persons



Interior, 38 Horse-power, Six-cylinder Pierce-Arrow Brougham, Model C2
Showing Emergency Seats Fitted in all Enclosed Bodies

The buttons and switch controlling the lights, starter and ignition, together with the total and trip mileage and speed indicator, the oil pressure gauge and voltmeter, are all centered on a dash panel, so that touring and closed bodies are interchangeable without disturbing connections.

The special Pierce-Arrow demountable rim (Johnson patent) is fitted on all models. This rim combines both security and simplicity to a remarkable degree. Two spare rims are provided with each car.

The Pierce-Arrow top, wind shield, front compartment ventilator, power-operated tire pump, and other accessories are all built in "The Factory Behind the Car", and are so well known as to need no description.

The supply of tools is most complete, and is augmented in the present series by the addition of an electric "inspection lamp".



Brougham Detail, showing "Clear Vision" Glass Front



38 Horse-power, Six-cylinder Pierce-Arrow Landaulet, Model C2, seating five persons



38 Horse-power, Six-cylinder Pierce-Arrow Vestibule Landaulet, Model C2, seating five persons



Detail of Front of Landaulet



Detail of Rear of Landaulet



PIERCE-ARROW SERVICE

THE Pierce-Arrow Service Department is designed to assist our dealers to enable the owners of our cars to obtain maximum efficiency performance from their Pierce-Arrow cars.

There are four essential elements to really good service :

The first of these is the service spirit, the desire to serve. Spirit without equipment can do little. The second element is adequate equipment, a shop layout and installation sufficiently complete to meet every demand that can reasonably be made of it. The wrong men, even if possessed of the right spirit and ample shop facilities, will fail to give good service. The third element is, therefore, personnel, service men educated in service methods and understanding the psychology of service. The best educated men, working in the best spirit and with the best equipment, accomplish but little if their efforts are misdirected or wasteful. The fourth element is organization : the systematic planning and laying out of work, economy of effort where economy is desirable ; an organization that will permit the service shop to be self-sustaining without exorbitant charges to the owners.

There are two distinct branches of Pierce-Arrow service :

The first branch deals with new cars. It aims to assist our owners to a perfect understanding of how their cars should be run and adjusted. We do not consider that a new car is out of our hands until the owner is convinced that it is giving maximum efficiency service.

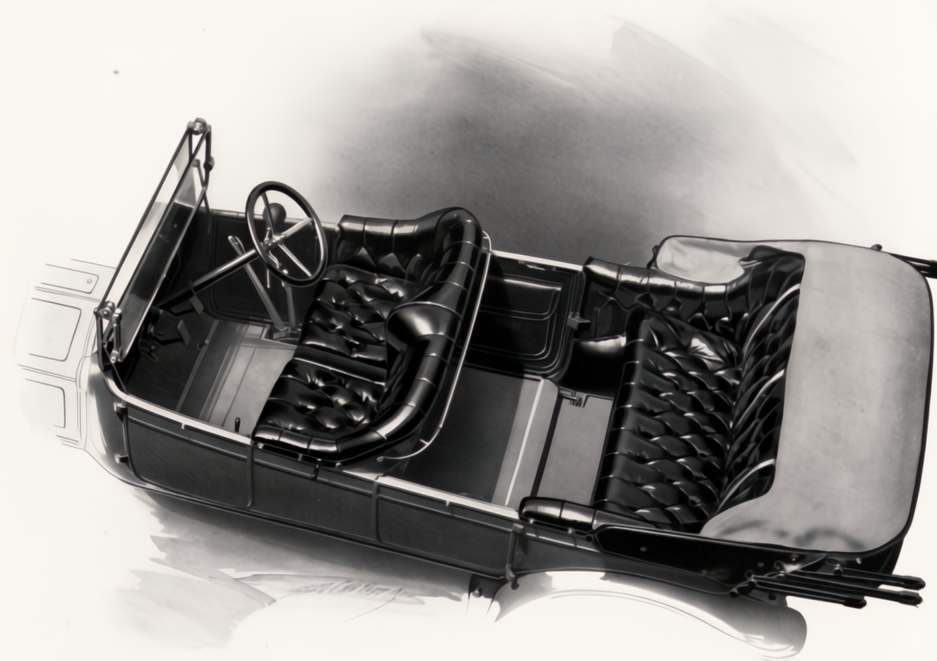
The second branch deals with all cars that have been giving good service but require expert attention, either on account of accident, loss of adjustment, or normal wear.

We believe that it is, and should be, by far the best, the most certain, and the least expensive way for an owner to have all necessary repairs to his car made in the shops of our dealers. The spirit,

equipment, personnel, and organization of these shops should be, and are, of such a quality as to make work done in them much cheaper and infinitely better and more satisfactory than in any outside shops.

The historical proverb in regard to ounces of prevention and pounds of cure applies, perhaps, more profoundly to the modern motor car than to any other invention of man.

If a Pierce-Arrow car needs attention, we believe that attention should be given by a Pierce-Arrow trained man, a maximum efficiency man belonging to a maximum efficiency organization.



Seating Arrangements, 38 Horse-power Pierce-Arrow Touring Car, seating five persons

THE PIERCE-ARROW MOTOR CAR COMPANY

AGENTS FOR THE SEASON OF 1913-1914

THIS LIST IS LIABLE TO BE CHANGED DURING THE SEASON

New York, N. Y. . . . Harrolds Motor Car Co., 233-239 West 54th Street
 Boston, Mass. . . . J. W. Maguire Co., 743-745 Boylston Street
 Philadelphia, Pa. . . . Foss-Hughes Co., 21st and Market Streets
 Chicago, Ill. . . . H. Paulman & Co., 249-252 Michigan Boulevard
 Buffalo, N. Y. . . . The Pierce-Arrow Sales Co., 752-756 Main Street
 Pittsburgh, Pa. . . . McCurdy-May Co., Center and Negley Avenues
 Newark, N. J. . . . Ellis Motor Car Co., 416 Central Avenue
 San Francisco, Cal. . . . The Pierce-Arrow California Sales Co., Geary at Polk Street
 Los Angeles, Cal. . . . William E. Bush, 1701-1711 South Grand Avenue
 Portland, Ore. . . . The Pierce-Arrow Sales Co., 43 North 14th Street at Couch
 Spokane, Wash. . . . The Northwest Auto Supply Co., 1201 First Avenue
 Seattle, Wash. . . . The Pierce-Arrow Sales Co., 1000-1006 E. Pike Street
 Eureka, Cal. . . . H. A. Hine
 Santa Barbara, Cal. . . . El Camino Real Motor Car Co.
 Honolulu, T. H. . . . Associated Garage, Ltd., Merchantland Bishop Streets
 Atlanta, Ga. . . . John M. Smith, 120-124 Auburn Avenue
 Austin, Texas . . . Thompson-Hall Co.
 Baltimore, Md. . . . Foss-Hughes Co., 333 North Howard Street
 Birmingham, Ala. . . . David-Motor Car Co., 201-203 Water Street
 Birmingham, Ala. . . . Birmingham Motor Co.
 Cincinnati, O. . . . Hanauer Automobile Co., 115-119 East Seventh Street
 Cleveland, O. . . . Weaver-Twelve Co., 1821 East 10th St., N. E.
 Columbus, O. . . . The Broad-Oak Automobile Co., 621-627 E. Broad Street
 Corning, N. Y. . . . Corning Automobile Co., Inc., 81-87 Wall Street
 Dallas, Texas . . . The Half Company
 Davenport, Ia. . . . Mason's Carriage Works, 4th and Perry Streets
 Dayton, O. . . . Geo. W. Shroyer & Co., 102-106 North Main Street
 Denver, Col. . . . Tom Botterill, 1772-1778 Broadway
 Detroit, Mich. . . . Neumann-Lane Co., 1342-1352 Woodward Avenue
 Elmira, N. Y. . . . Wolcott Motor Car Co., 106-108 West Church Street
 Erie, Pa. . . . Stirling Brothers Co., 121 East 14th Street
 Geneva, N. Y. . . . The Geneva Auto Co., 145 Castle Street
 Grand Rapids, Mich. . . . Adams & Hart,
 Hartford, Conn. . . . 53-55 North Division Street, N. W.
 Houston, Texas . . . Miner Garage Co., High and Allyn Streets
 Jacksonville, Fla. . . . Hawkins-Hall Co., Main and Dallas Streets
 Kansas City, Mo. . . . Winchester Motor Car Co., 309 Main Street
 Kansas City, Mo. . . . Dey-Embry Motor Car Co., 1723 McGee Street

Knoxville, Tenn. . . . Rodgers & Co., 900-902 Gay Street
 Louisville, Ky. . . . Hite D. Bowman, 1148 South Fourth Avenue
 Milwaukee, Wis. . . . American Automobile Co., 187 Wisconsin Street
 Minneapolis, Minn. . . . Waldref-Odell Motor Car Co., 1st Avenue, South and 10th Streets
 Nashville, Tenn. . . . Tennessee Auto Co., 1308-1312 Broadway
 New Haven, Conn. . . . The Geo. B. Wuestelield Co., Temple and Commerce Streets
 New Orleans, La. . . . The Lyons-Barton Motor Car Co., 79-80 Baronne Street
 Newport, R. I. . . . Foss-Hughes Co., Casino Terrace
 Omaha, Neb. . . . Stewart-Toozer Motor Car Co., 2044-2048 Farnham Street
 Pittsfield, Mass. . . . The Sisson Co., 55-63 West Street
 Portland, Me. . . . F. A. Nickerson Co., 642 Congress Street
 Providence, R. I. . . . Foss-Hughes Co., 266 Elmwood Avenue
 Richmond, Va. . . . Foster Motor Car Co., Inc., 605-613 West Broad Street
 Rochester, N. Y. . . . Robert Thomson, 245-247 East Avenue
 Salt Lake City, Utah . . . The Tom Botterill Auto Co., 36-42 State Street
 San Antonio, Tex. . . . Alamo Auto Sales Co.
 San Juan, Porto Rico . . . Behn Brothers
 Scranton, Pa. . . . Standard Motor Car Co., 322-328 Forest Avenue
 Springfield, Mass. . . . Stoddard Motor Car Co., 461-463 Worthington Street
 St. Louis, Mo. . . . Western Automobile Co., 4701 Washington Avenue
 St. Paul, Minn. . . . Waldref-Odell Motor Car Co., 183 West 6th Street
 Syracuse, N. Y. . . . A. A. Ledermann Co., Rosenbloom Building
 Terre Haute, Ind. . . . Terre Haute Auto Co., 721 South 7th Street
 Titusville, Pa. . . . Modern Garage Co., Central Avenue and Martin Street
 Toledo, O. . . . The Union Supply Co., 201-203 Superior Street
 Troy, N. Y. . . . The Troy Automobile Exchange, 22-24 Genesee Street
 Utica, N. Y. . . . A. A. Ledermann Co., 241 Genesee Street
 Waco, Texas . . . Willis-Hall Co.
 Washington, D. C. . . . Foss-Hughes Co., 1220 Connecticut Avenue, N.W.
 Wausau, Wis. . . . Marathon Motor Car Co., 294 Third Street
 Wheeling, W. Va. . . . Woodside Motor Car Co., National Road
 Wichita, Kan. . . . The Wichita Auto Co., Lawrence and William Streets
 Williamsport, Pa. . . . Keeler Motor Car Co., 215 West Third Street
 Wilmington, Del. . . . Foss-Hughes Co., 1021 Gilpin Avenue
 Winston-Salem, N. C. . . . The Motor Co.

FOREIGN

Calgary, Alberta, Canada . . . McLaughlin Motor Car Co.
 Mexico City, D. F., Mexico, Mohler & DeGress,
 Avenue 16 de Septiembre No. 18
 Montevideo, Uruguay . . . Carlisle, Crocker & Co., Rion, 29-31
 Moncton, N. B. . . . E. W. Givay, King Street
 Montreal, P. Q., Canada . . . Grenier-Warrington, 21 Phillips Square
 Rio de Janeiro, Brazil, Sherrard, Pullen & Co.,
 Rua de Visconde de Inhamma No. 82
 Toronto, Ont., Canada, The Automobile & Supply Co., Ltd.,
 24-26-28 Temperance Street
 Winnipeg, Man., McLaughlin Motor Car Co., 204 Princess Street

Regina, Sask. . . . McLaughlin Motor Car Co.
 Saskatoon, Sask. . . . McLaughlin Motor Car Co.
 Paris, France, N. S. Goodstill, Agent (pat only),
 22 Avenue de la Grande Arme
 London, England, De Silva & Wallace, Ltd.,
 4 Northland Avenue, Trafalgar Square
 Messrs. De Silva & Wallace, Ltd., maintain a repair shop at 3 Belsize
 Place, Hampstead, N. W., London, where they are prepared to
 give service to Pierce-Arrow owners during the season of 1913.
 Buenos Aires, Argentina . . . Pratt & Co., 108 San Martin

STANDARD WARRANTY

ADOPTED MAY 4th, 1910

AUTOMOBILE CHAMBER OF COMMERCE, INCORPORATED

WE warrant the motor vehicles manufactured by us for ninety days after the date of shipment, this warranty being limited to the furnishing at our factory of such parts of the motor vehicle as shall, under normal use and service, appear to us to have been defective in material or workmanship.

This warranty is limited to the shipment to the purchaser, without charge, except for transportation, of the part or parts intended to replace the part or parts claimed to have been defective, and which, upon their return to us at our factory for inspection, we shall have determined were defective, and provided the transportation charges for the parts so returned have been prepaid.

We make no warranty whatever in respect of tires or rims.

The condition of this warranty is such that if the motor vehicle to which it applies is altered or repaired outside of our factory, our liability under this warranty shall cease.

The purchaser understands and agrees that no warranty of the motor vehicle is made, or authorized to be made, by the company, other than that hereinabove set forth.

SPECIFICATIONS OF PIERCE-ARROW MOTOR CARS

ALL 38-C2 MODELS WILL HAVE :

NO. OF CYLINDERS . . . Six, cast in pairs.
 CYLINDER DIMENSIONS . . . 4 x 5 1/2 inches.
 REVOLUTIONS PER MINUTE . . . 200 to 1800.
 GASOLINE CAPACITY . . . Runabout, 32 1/2 gallons; 4-passenger touring car, 22 1/2 gallons; 5-passenger touring car, 23 gallons; other models, 20 gallons.
 IGNITION . . . Two complete and separate systems; first, jump spark, 6 individual units, with one master vibrator; second, Bosch high-tension magneto.
 BATTERY EQUIPMENT . . . One set storage.
 CARBURETOR . . . Pierce-Arrow automatic.
 CONTROL . . . Hand throttle and foot accelerator.
 OILING . . . Pressure feed to all crank-shaft and pin bearings, cylinders and pistons.
 TRANSMISSION . . . Selective, sliding gears, direct on high speed; side lever control, bevel gear drive.
 SPEEDS . . . Four forward and reverse.
 BEARINGS . . . Ball and roller bearings all over except motor.
 BRAKES . . . Equalized foot brakes on inside of drums on hubs, both rear wheels. Equalized hand brakes on outside of drums or hubs, both rear wheels.
 CLUTCH . . . Cone, leather faced.
 FRONT AXLE . . . Drop forged, I-beam, special steel, heat treated.
 REAR AXLE . . . Semi-floating.
 STEERING GEAR . . . Screw and nut.
 WHEEL BASE . . . Runabout and 4-passenger touring car, 127 1/2 inches; other models, 132 inches.
 TREAD . . . 56 inches.
 SPRINGS . . . Front, semi-elliptic; rear, three-quarter elliptic.
 WHEELS . . . Wood, artillery; all models, 36 inches all around.
 TIRE DIMENSIONS . . . All models, 4 1/2 inches.
 REGULAR TIRES . . . Goodrich, quick detachable; Goodrich-Bailey non-skid on rear.
 RIMS . . . Pierce-Arrow demountable with quick detachable channels.

PRICES F. O. B. BUFFALO

RUNABOUT	\$4300
TOURING, 4-PASSENGER	4300
TOURING, 5-PASSENGER	4300
BROUGHAM	5200
LANDAULET	5200
VESTIBULE BROUGHAM	5400
VESTIBULE LANDAULET	5400

REGULAR EQUIPMENT FOR PIERCE-ARROW 38-C2 CARS

Electric generator, special storage battery and starter.	Klaxon electric horn.
Two electric head lamps.	Warner speedometer, auto-meter and clock.
Two electric side lamps.	Coat and blanket rail.
One electric rear lamp.	Extra tire carriers with well in the running board.
One electric number illuminator.	Folding foot rest, touring and enclosed.
One dash instrument lamp.	Pierce-Arrow gasoline primer.
One extension lamp.	Gasoline gauge.
Bulb horn.	Yale locks, with universal key on hood, dash cabinets, tool compartments, oil and grease box and tire carrier.
Full set of tools.	

The Pierce-Arrow Motor Car Company manufactures, in addition to the 38 Horse-power C2 Model described in this catalogue, the following chassis, fitted with various types of open and closed bodies:

48 Horse-power, Six-cylinder, B2 Model, the seven-passenger touring car listing at \$5000.
 66 Horse-power, Six-cylinder, A2 Model, the seven-passenger touring car listing at \$6000.
 5-ton Worm Drive Truck, chassis listing at \$4500.
 2-ton Worm Drive Truck, chassis listing at \$3000.
 Catalogues for the above models will be furnished upon application.

